

WHAT IS CLAIMED IS:

1 1. A method for reselling items in a network auction comprising:
2 generating a suggested minimum bid and suggested auction duration for a previously-
3 auctioned item;
4 sending the existing item description, suggested minimum bid and suggested auction
5 duration to a winning bidder and querying said winning bidder to resell the previously-auctioned
6 item;
7 responsive to a receipt of an affirmative reply from the winning bidder, reposting the
8 previously-auctioned item for a new auction; and
9 notifying previously unsuccessful bidders that the previously-auctioned item is reposted.

1 2. The method of claim 1 further comprising generating said suggested minimum bid
2 using historical bids from a previous auction of said previously-auctioned item.

1 3. The method of claim 1 further comprising:
2 if no bids are received in the new auction, generating a new suggested minimum bid; and
3 sending the new suggested minimum bid to seller.

1 4. The method of claim 1 further comprising:
2 receiving a Web form from the successful bidder; and
3 retrieving any modified pre-populated data from the Web form, wherein the previously-
4 auctioned item is reposted using the modified data.

1 5. The method of claim 4 further comprising, if the winning bidder declines to resell,
2 inviting the winning bidder to repost said previously-auctioned item after a predetermined time
3 interval.

1 6. The method of claim 3 further comprising resetting said minimum bid price in
2 response to an affirmative reply from said winning bidder.

1 7. The method of claim 2 wherein said suggested minimum bid is generated using an
2 extrapolation from previous bidding activity.

1 8. A computer program product embodied in a tangible storage medium, the
2 program product comprising programming instructions for:

3 generating a suggested minimum bid and suggested auction duration for a previously-
4 auctioned item;

5 sending the existing item description, suggested minimum bid and suggested auction
6 duration to a winning bidder and querying said winning bidder to resell the previously-auctioned
7 item;

8 responsive to a receipt of an affirmative reply from the winning bidder, reposting the
9 previously-auctioned item for a new auction; and

10 notifying previously unsuccessful bidders that the previously-auctioned item is reposted.

1 9. The computer program product of claim 8 further comprising programming
2 instructions for generating said suggested minimum bid using historical bids from a previous
3 auction of said previously-auctioned item.

1 10. The computer program product of claim 8 further comprising:
2 if no bids are received, generating a new suggested minimum bid; and
3 sending the new suggested minimum bid to seller.

1 11. The computer program product of claim 8 further comprising circuitry operable
2 for:

3 receiving a Web form from the successful bidder; and

4 retrieving any modified pre-populated data from the Web form, wherein the previously-
5 auctioned item is reposted using the modified data.

1 12. The computer program product of claim 11 further comprising programming
2 instructions for, if the winning bidder declines to resell, inviting the winning bidder to repost
3 said previously-auctioned item after a predetermined time interval.

1 13. The computer program product of claim 10 further comprising programming
2 instructions for:
3 resetting said minimum bid price in response to an affirmative reply from said winning
4 bidder.

1 14. The computer program product of claim 9 wherein said suggested minimum bid is
2 generated using an extrapolation from previous bidding activity.

1 15. A data processing system for reselling items in a network auction comprising:
2 generating a suggested minimum bid and suggested auction duration for a previously-
3 auctioned item;
4 sending the existing item description, suggested minimum bid and suggested auction
5 duration to a winning bidder and querying said winning bidder to resell the previously-auctioned
6 item;
7 responsive to a receipt of an affirmative reply from the winning bidder, reposting the
8 previously-auctioned item for a new auction; and
9 notifying previously unsuccessful bidders that the previously-auctioned item is reposted.

1 16. The data processing system of claim 15 further comprising circuitry operable for
2 generating said suggested minimum bid using historical bids from a previous auction of said
3 previously-auctioned item.

1 17. The data processing system of claim 15 further comprising:
2 if no bids are received, generating a new suggested minimum bid; and
3 sending the new suggested minimum bid to seller.

1 18. The data processing system of claim 15 further comprising circuitry operable for:
2 receiving a Web form from the successful bidder; and
3 retrieving any modified pre-populated data from the Web form, wherein the previously-
4 auctioned item is reposted using the modified data.

1 19. The data processing system of claim 18 further comprising circuitry operable for,
2 if the winning bidder declines to resell, inviting the winning bidder to repost said previously-
3 auctioned item after a predetermined time interval.

1 20. The data processing system of claim 17 further comprising circuitry operable for:
2 resetting said minimum bid price in response to an affirmative reply from said winning
3 bidder.